

DUTY STATEMENT

CALIFORNIA PUBLIC UTILITIES COMMISSION

DIVISION Executive		EFFECTIVE DATE
BRANCH/SECTION News & Outreach Office		CLASS TITLE Information Officer I (Specialist)
WORKING DAYS AND WORKING HOURS Monday through Friday 8:00 a.m. to 5:00 p.m.		PHYSICAL WORK LOCATION San Francisco or Sacramento
INCUMBENT (if known)		CURRENT POSITION NUMBER (Agency - Unit - Class - Serial) 680-129-5601-004
<p>YOU ARE A VALUED MEMBER OF THE DEPARTMENT'S TEAM. YOU ARE EXPECTED TO WORK COOPERATIVELY WITH TEAM MEMBERS AND OTHERS TO ENABLE THE DEPARTMENT TO PROVIDE THE HIGHEST LEVEL OF SERVICE POSSIBLE. YOUR CREATIVITY AND PRODUCTIVITY ARE ENCOURAGED. YOUR EFFORTS TO TREAT OTHERS FAIRLY, HONESTLY AND WITH RESPECT ARE IMPORTANT TO EVERYONE WHO WORKS WITH YOU.</p>		
<p>BRIEFLY (1 or 2 sentences) DESCRIBE THE POSITION'S ORGANIZATIONAL SETTING AND MAJOR FUNCTIONS:</p> <p>Under the direction of the Director of the News and Outreach Office, the Information Officer I is responsible for a wide range of general assignments in support of the News and Outreach Office and its communication strategy to inform the public of the mission, activities, and programs of the California Public Utilities Commission (CPUC).</p>		
% of time performing duties	Indicate the duties and responsibilities assigned to the position and the percentage of time spent on each. Group related tasks under the same percentage with the highest percentage first. <i>(Use additional sheet if necessary)</i>	
30%	<p><u>ESSENTIAL FUNCTIONS:</u></p> <p>Conduct media relations, including: Respond to inquiries and requests from the media (also from the public, state agencies, and other stakeholders) both verbally and in writing; independently research and gather information for responses to inquiries and route inquiries to appropriate staff if needed; set up and staff interviews; independently develop and pitch story ideas; write and pitch op-eds, editorial boards, and letters to the editor; write newsletter articles; conduct social media; prepare daily internal Newsclips package, etc.</p>	
30%	<p>Prepare, write, and edit content for internal and external audiences, such as briefing documents, newsletter articles, press releases, social media content, summaries, marketing materials, reports, website content, etc. Develop and maintain media and stakeholder contacts databases and/or spreadsheets.</p>	
25%	<p>Coordinate or assist with CPUC meetings, conferences, hearings, etc., including publicizing the event, setting up the event, recording/broadcasting event, assisting media and others at the event (throughout the state), conducting social media in real time; etc.</p>	
10%	<p>Develop and edit internal and external website content; assist Divisions with website posts.</p>	
5%	<p><u>MARGINAL FUNCTIONS:</u></p> <p>Other job-related duties as needed.</p>	

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KNOWLEDGE AND ABILITIES *[From Class Specs]*

Knowledge of: Techniques of preparing, producing and disseminating information, utilizing all major media of communication; principles and techniques of establishing and maintaining good relations with news media and other public groups; California State Government and principles of public administration.

Ability to: Write, edit, and prepare for publication or reproduction news releases, articles, correspondence, booklets, brochures, pamphlets, magazines, reports, speeches, scripts for radio, television or motion pictures, and other information material; speak effectively; analyze data; assume responsibility for the administration of a public information program.

WORK ENVIRONMENT, PHYSICAL OR MENTAL ABILITIES:

- Proficiency with communications-related technologies, including personal computer applications, telecommunications equipment, Internet, voicemail, email, etc.
- Ability to travel up to 30% of the time throughout the state of California. This may include weekends, overnight or several days at a time.
- Excellent written and verbal communication skills

SUPERVISOR'S STATEMENT: ***I HAVE DISCUSSED THE DUTIES OF THE POSITION WITH THE EMPLOYEE***

SUPERVISOR'S NAME (Print)

SUPERVISOR'S SIGNATURE

DATE

EMPLOYEE'S STATEMENT: ***I HAVE DISCUSSED WITH MY SUPERVISOR THE DUTIES OF THE POSITION AND HAVE RECEIVED A COPY OF THE DUTY STATEMENT***

The statements contained in this duty statement reflect general details as necessary to describe the principal functions of this job. It should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned, including work in other functional areas to cover absence of relief, to equalize peak work periods or otherwise balance the workload.

EMPLOYEE'S NAME (Print)

EMPLOYEE'S SIGNATURE

DATE